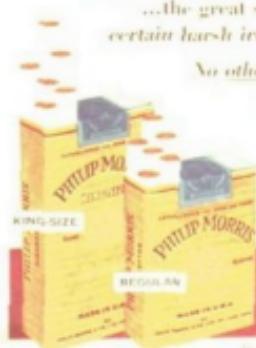


# The cigarette that takes the FEAR out of smoking!



Only one cigarette...PHILIP MORRIS...is made with "Di-GEL"  
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*certain harsh irritants found in every other leading cigarette.*

No other cigarette...with or without filters...  
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smoother richness and rare smoking pleasure of Philip Morris.

At the top there are no harsh... without the need for more  
destroying additives or filters... to give you a smooth, easy smoke.

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